



**A STUDY OF SOCIOECONOMIC IMPACTS ON LOCAL BUSINESSES ALONG  
JALAN HANG TUAH WITH THE EXISTENCE OF  
UiTM KAMPUS BANDARAYA MELAKA**

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**JULY 2012**

**CLEARENCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE  
SUPERVISOR**

Name of Supervisor : Mr. Mohammad Bastyan Bin Mahmud

Title of Research Report : **A STUDY OF SOCIOECONOMIC IMPACTS ON LOCAL  
BUSINESSES ALONG JALAN HANG TUAH WITH THE  
EXISTENCE OF UiTM KAMPUS BANDARAYA MELAKA.**

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Name of Student 2 : Nuzul Ferhanis Binti Ahmad Fadzil (2009283568)

I have reviewed the final and complete research report and approve the submission of this report for evaluation.

Remarks:

.....

(Signature)

Date:

## LETTER OF TRANSMITTAL

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Mr. Mohammad Bastyan Bin Mahmud  
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Dear Mr. Bastyan

### SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above matter, we hereby submit our research with the title A Study of Socioeconomic Impacts on Local Businesses along Jalan Hang Tuah with the Existence of UiTM Kampus Bandaraya Melaka. This final report is requirement for the completion of Applied Research (ADS 555) course which is requiring by the faculty.

Thank you.

Yours sincerely,

.....

(Nur Kholilah Binti Kamarozzaman)

.....

(Nuzul Ferhanis Binti Ahmad Fadzil)

## **DECLARATION**

We hereby declare that the work contained in this research report is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM.

Signed by,

.....

Name: Nur Kholilah Binti Kamarozzaman

Student ID : 2009691044

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## **ABSTRACT**

UiTM Kampus Bandaraya Melaka is one of the educational institutions that located at Jalan Hang Tuah, Melaka. With its existence it may give positive socioeconomic impacts (in general) specifically in term of life prospects on the local businesses established located surrounding the UiTM Kampus Bandaraya Melaka. The local businesses usually can be maintained with stability of financial condition, the price offered, continuous demands from people and ability to fulfill the customer's demands and preferences. To ensure the increases of profitability as well as the expansion of business which the location factors; near to the university become one of the key strategies to successfully develop the business for long-lasting. The purpose of this study was to examine the factors contributing towards life prospects on local businesses at Jalan Hang Tuah with the existence of UiTM Kampus Bandaraya Melaka. The factors relates to this study are students' expenditure, employment offered and business opportunity.